Permit #F00033954

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00033954 **Type of Permit:** FILMING **Release Date:** 11/17/2010

Production Company HELLO!

Insured Company Name HELLO!

Contact Phone No. 1 323-465-9494
Contact Phone No. 2
Fax 323-465-4203
Address 1641 N IVAR AVE
HOLLYWOOD, California 90028

Production Title SEARS

Type of Production Commercial - Standard

Producer RACHEL CURL

Director MARK GILBERT

1st AD JOHN CHURCHHILL

Production Manager COLETTE COYNE

FilmL.A. Coordinator Hans Groszkruger

Location Manager JOHN HIXSON
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 323-465-9494

Location Assistant N/A N/A
Primary Phone Mobile - 555-555-5555
Secondary Phone

Fees

Posting 600	$138.00
Notification Charge	$310.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY LANE AND STREET CLOSURE FEE	$312.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $1,470.00

Number of Locations 2

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Summary Information — Location

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Production Company HELLO!
Insured Company HELLO!
Production Title SEARS

Location Manager JOHN HIXSON
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 323-465-9494

Location Address 3100 Earlmar Dr, Los Angeles, CA, 90064

Location Type Private Residence

Film Dates 11/18/2010 - 11/18/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached document John Hixson Hello & Co letter752.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	45
Off-Duty/Retired LAPD Officer(s)	2
Spot Check	1

Filming Activities Drive ups & away; Equipment on sidewalk, in curb lane & across street; Interior and exterior dialogue; Intermittent pedestrian control; Intermittent traffic control - 2 minutes standard; talent on sidewalk. walking up to taxi; condor;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

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Approvals LOS ANGELES POLICE DEPARTMENT Melissa Hernandez

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs E/S EARLMAR DR, CHEVIOT DR SOUTH 300'
S/S CHEVIOT DR, EARLMAR DR EAST 300'

Approximate Footage 301 - 600 **Log Number** 7257

Date(s) 11/18/2010 to 11/18/2010 **Time(s)** 11:00 to 22:00

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Production Company HELLO!
Insured Company HELLO!
Production Title SEARS

Location Manager JOHN HIXSON
Primary Phone Mobile - 310-291-2772
Secondary Phone Office - 323-465-9494

Location Address Century Park East., Constellation Blvd - Little Santa Monica Blvd. , Los Angeles , CA, 90067

Location Type Street

Film Dates 11/18/2010 - 11/18/2010 06:00 - 14:00

Open or Closed to the Public Open

Generic Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
Number of uniformed officers listed on the permit is a minimum requirement. Permittee remains responsible for deploying a sufficient number of uniformed officers to provide traffic and crowd control to ensure the safety of the film crew and the public.
Uniformed officers shall have a copy of the film permit in their possession and are required to confirm that all traffic control signage devices are in place.

Please see attached documents
Century park E btw Olympic & Santa Monica ES Curb +1 HELLO & COMPANY.pdf
Century park E btw Olympic & Santa Monica ES Curb HELLO & COMPANY.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	4
Cast/Crew vehicles	40
Cube Trucks	4
Generator	1
Motor Homes	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	45
Off-Duty/Retired LAPD Officer(s)	1
Spot Check	1

Filming Activities Equipment on sidewalk, in curb lane & across street; Exterior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 632 **Grid:** E3

Approvals

FILML.A. CLOSURES	Joshua Mingo
LOS ANGELES CITY DEPARTMENT OF PUBLIC WORKS	Sharon Chun
LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Lane / Full Closure E/S CURB LANE CENTURY PARK EAST, OLYMPIC BL-SANTA MONICA BL
Approximate Footage 0 - 300

Date(s) 11/18/2010 to 11/18/2010 **Time(s)** 06:00 to 14:00

Lane / Full Closure E/S CURB LANE AND 1 ADJACENT LANE CENTURY PARK EAST, OLYMPIC BL-SANTA MONICA BL
Approximate Footage 0 - 300

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Summary Information — Location

Permit Number	F00033954	**Location Manager**	JOHN HIXSON
Production Company	HELLO!	Primary Phone	Mobile - 310-291-2772
Insured Company	HELLO!	Secondary Phone	Office - 323-465-9494
Production Title	SEARS		

Date(s) 11/18/2010 to 11/18/2010 **Time(s)** 09:00 to 14:00

NOT A PERMIT

Appointment of Film Permits Unlimited, Inc.

As Authorized Agent and representative

I certify that I am a representative of Hello + Co ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorized by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 5-13-10

Hello + Co
Name of Principal

By:
Representative's Signature

John Hixson
Print Representative's Name

Loc. Mngr.
Representative's title

1641 N. Ivar
L.A. CA. 90028
Principal's Address

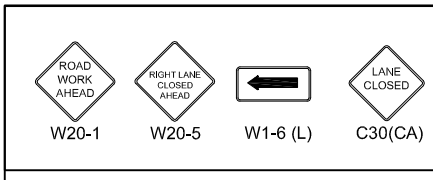
310-291-2772
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

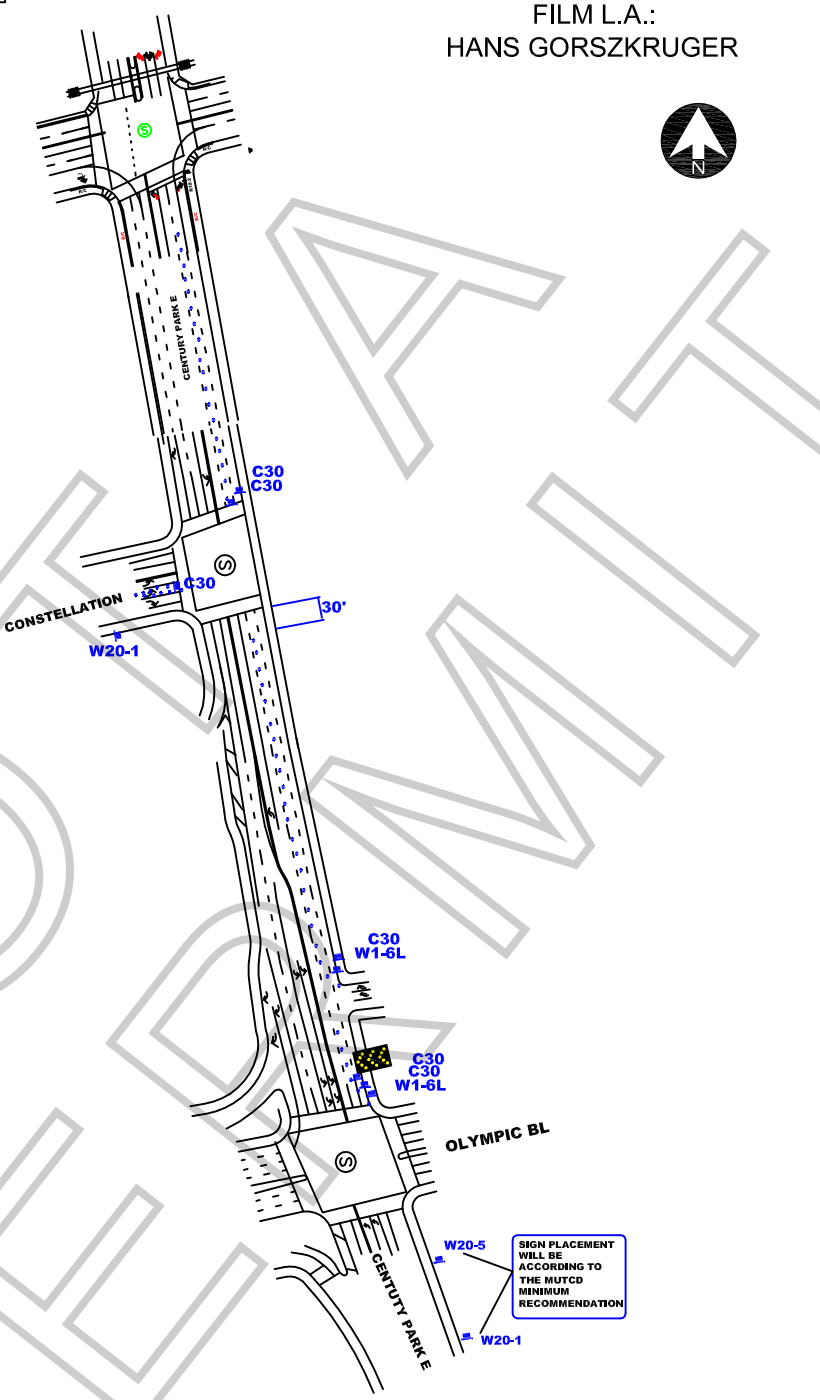
NO PERMIT

Permit #F00033954



TRAFFIC CONTROL FOR:
HELLO & COMPANY
"SEARS"

FILM L.A.:
HANS GORSZKRUGER



ALL TRAFFIC CONTROL WILL BE INSTALLED AND CONFORM TO THE MUTCD AND WATCH MINIMUM REQUIREMENTS

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. **DATE/TIME: 11-18-10 FROM 09:00 HOURS TO 14:00 HOURS.**
2. ALL SIGNING, STRIPING, AND TRAFFIC CONTROL DEVICES SHALL CONFORM TO THE (CURRENT) STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION (CALTRANS) STANDARD PLANS AND STANDARD SPECIFICATIONS, CALIFORNIA MUTCD, AND ANY ADDENDUMS THERETO, AND AS SHOWN ON THESE PLANS, SYMBOLS AND ABBREVIATIONS USED ARE SHOWN ON CALTRANS STANDARD PLANS A10A&B, A20A-D, AND A24A-E.
3. THERE WILL BE NO INTERFERENCE WITH TRAFFIC SIGNALS OR CROSSWALKS.
4. CONES WILL BE 28" MINIMUM HEIGHT AND HAVE REFLECTORIZED SLEEVES FOR NIGHT WORK.
5. POLICE WILL DIRECT TRAFFIC IF NECESSARY.

JCL BARRIDADE COMPANY.
2334 E. EIGHTH ST., CA 90021
Ph: (213) 622-9775
Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ

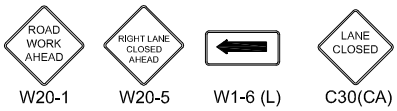
PROJECT LOCATION:
CENTURY PARK EAST
OLYMPIC BLVD TO SANTA MONICA
CITY OF LOS ANEGELES, CA

LOCATION CONTACT:
JOHN WHEELER
OFFICE # 818.347.9929

REV#	DATE	REVISION DESCRIPTION

NOT A PERMIT

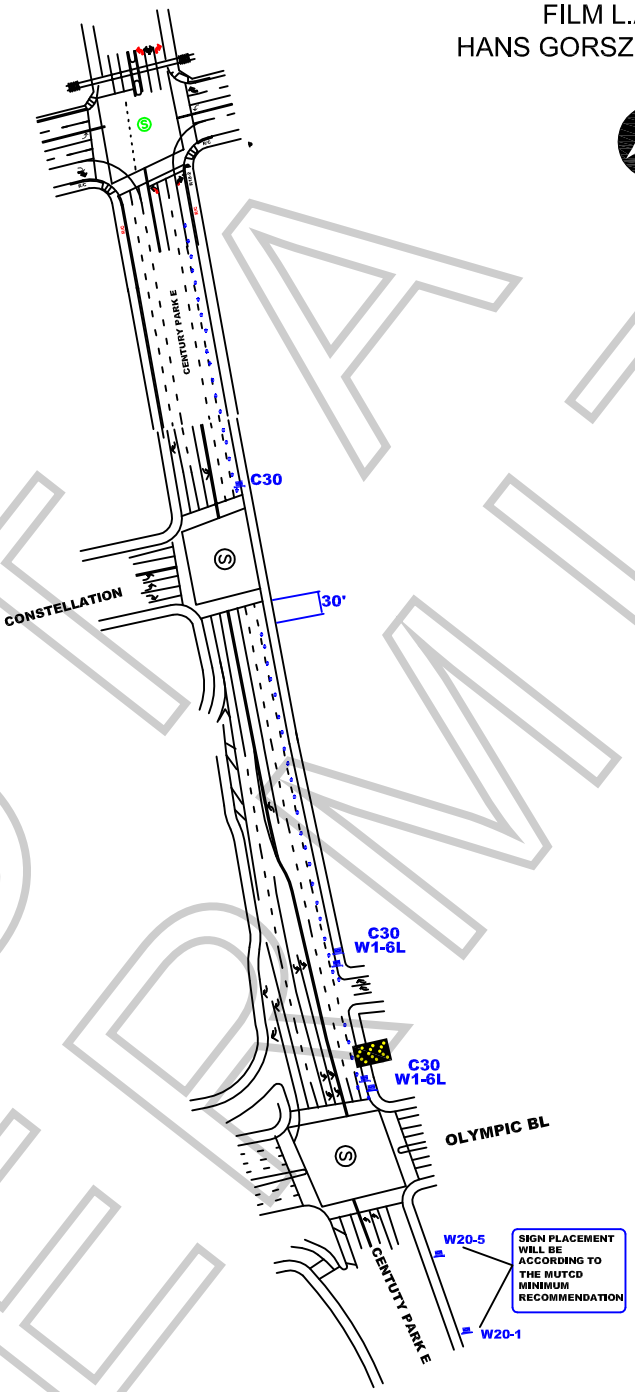
Permit #F00033954



TRAFFIC CONTROL FOR:

HELLO & COMPANY
"SEARS"

FILM L.A.:
HANS GORSZKRUGER



NOT A PERMIT

WORK ZONE TRAFFIC CONTROL PLAN GENERAL NOTES

1. DATE/TIME: 11-18-10 FROM 06:00 HOURS TO 14:00 HOURS.
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Ph: (213) 622-9775
Fax: (213) 622-9790
CA Lic # 805357
TRAFFIC PLAN DRAWN BY:
ISMAEL RODRIGUEZ

PROJECT LOCATION:

CENTURY PARK EAST
OLYMPIC BLVD TO SANTA MONICA
CITY OF LOS ANEGELES, CA

LOCATION CONTACT:

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OFFICE # 818.347.9929

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